Advertising Age

50 YEARS 1930-1980

©Entire contents copyright 1980 by Crain Communications Inc. All rights reserved.

$1 a Copy; $40 a Year — *The International Newspaper of Marketing* • *In Two Sections. Section 1.* — *September 8, 1980*

Japanese brace for auto race

By JENNIFER PENDLETON

LOS ANGELES—The major Japanese auto makers are not about to say "Sayonara" to the U.S. car market, as they face the most competitive fall yet.

For the first time, the largest Japanese car companies—Nissan Motor Corp. (Datsun), Mazda Motors of America, Toyota Motor Sales and American Honda Motor Co.—are facing formidable marketing hurdles as they introduce new 1981 models. Detroit is entering the small car business in earnest, and public resentment concerning the Japanese auto companies continues to grow as unemployment lines and major layoffs in the domestic auto industry make headlines.

To meet the challenges, Datsun is for the first time shifting its emphasis from fuel economy to quality and value in tv, magazine and radio advertising for the 1981 models. Datsun execs say that in 1981 the company will at least match last year's spending. According to the Leading National Advertisers' 1979 figures, Datsun's over-all ad spending reached $66,082,900. The new advertising will start Oct. 6.

▪ Datsun will continue the "We are driven" over-all ad theme (its fourth year), but will introduce a new subtheme for the 210, 310 and 510 models—"Drive a Datsun for all it's worth." Fuel economy will play a secondary role in the new campaign, but there will be some commercials emphasizing the higher miles-per-gallon figures that Datsun's cars can achieve. The "It's a long way to empty" ad theme will not return in 1981. It is expected that the totally restyled Datsun 810 four-door sedan and station wagons will receive heavy introductory ad backing. William Esty Co., New York, is the agency.

Joe Opre, Datsun's director of advertising, told ADVERTISING AGE that extensive research and testing convinced the No. 2 Japanese auto importer to retain the "We are driven" theme. " 'We are driven' showed up as the No. 1 auto slogan in recall and unaided awareness, so we felt it was nice to have something familiar to give consumers," Mr. Opre said.

▪ Datsun's media mix will remain the same as in 1979—with 60% of its budget going into network and spot tv, and

(Continued on Page 78)

New way to say it

Brown & Williamson's new ultralow-tar entry, Barclay, will be heavily advertised in 18 national magazines. Instead of listing tar content, ads say "99% tar free." McCann-Erickson handles.

$150,000,000 budget seen

Barclay launch largest ever

By JOHN J. O'CONNOR

NEW YORK—The most expensive launch ever accorded a new cigaret is about to unfold as Brown & Williamson Tobacco attempts to muscle its way into the ultralow-tar category with Barclay.

If industry estimates prove correct, Barclay's first-year advertising and promotion budget will border on the stratospheric—possibly hitting $150,000,000. The B&W strategy involves a $50,000,000 media outlay playing second fiddle to an astounding $100,000,000 promotion punch, according to one competitor's estimate.

Brown & Williamson's announcement of the new smoke gave no hint of the massive nature of the Barclay introduction. But a brochure sent to the trade lends credence to competitors' anticipation of a blockbuster send-off for Barclay.

▪ For the first time in the history of the industry, consumers will be offered free cartons—not packs—via newspaper spreads headlined, "Barclay. The pleasure is back. And it's free." The ads will contain a toll-free telephone number that consumers must dial in order to receive the carton coupon by mail.

In addition, B&W will undertake a massive sampling program during which 21,000,000 free packs and store coupons will be distributed, many by street corner sampling.

Starting Oct. 6, a full range of media will trumpet B&W's message that Barclay—available in 1mg tar kings and 3mg tar 100s—is "99% tar free." By steering clear of actually mentioning the tar content of the product, the B&W smoke escapes being embroiled in the confusing "lowest in tar" claim battle being fought by American Brand's Carlton, R. J. Reynolds Tobacco's Now and Philip Morris' new Cambridge.

▪ B&W, the largest U.S. subsidiary of B.A.T. Industries, a London-based holding company, is banking on the ability of Barclay's filtration system to provide "the

(Continued on Page 77)

Will anyone sponsor CBS movie?

By COLBY COATES

NEW YORK—Will "Playing for Time" join "Sticks and Bones" and "Maude's" abortion in the ranks of sponsorless broadcasts on CBS?

Aside from the concern about the actors' strike and "David Letterman's" daytime future on NBC, CBS' effort to sell the movie about the Auschwitz concentration camp was the major attention-getter among network and agency execs last week.

Since it was announced that Vanessa Redgrave—an avowed sympathizer with the Palestinian cause—would play Fania Fenelon, an Auschwitz survivor and author of the story, CBS has been under fire from a variety of Jewish groups. With the three-hour movie now scheduled on the network's strike-induced prime time schedule of Sept. 30, protests are mounting and CBS is scurrying to find sponsors.

The man on the spot in this affair is CBS-TV vp-sales Paul Isacsson, who bravely "anticipates a full sponsorship" for the movie. But judging by the reaction of agency execs who have seen the movie, Mr. Isacsson's task looks hopeless.

"It's important that the program go on the air even if we have to run it without sponsors," said the CBS exec. But CBS obviously thinks there is a better alternative, specifically finding a major corporate advertiser to sponsor the full three-hour broadcast.

Interestingly, agency resistance in recommending the broadcast to clients appears to be based more on the utterly depressing nature of the film rather than the earlier furor over casting Miss Redgrave in the role of a Jew.

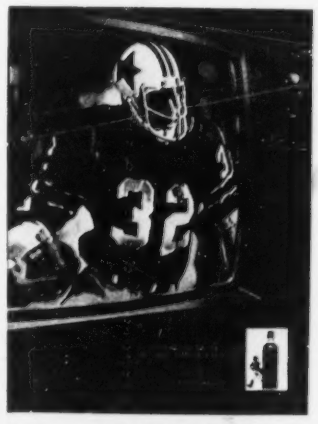
"At first I was taken aback when I heard she had the role," said Paul Schulman, president, Paul Schulman Co., a subsidiary of Gardner Advertising's Advanswers. But after viewing the movie, Mr. Schulman thinks "Redgrave will earn an Emmy by the first commercial break." However, he also admitted the movie is "so unbelievably down" an advertiser has to be very brave to risk association with it.

Drawing on NBC's experience with its "Holocaust" miniseries, CBS is open to clustering commercials, removing existing breaks or any other reasonable move that will make it a more palatable environment.

Some execs admit they would like to get their clients involved since the movie "is as good as anything ever done on tv," according to one. Said another buyer, "We encourage the networks to do quality programs, but when they take risks, we bail out."

Elsewhere, another risky network venture—NBC's effort to establish "David Letterman" as a daytime staple—has entered what

(Continued on Page 78)



Agency Smith/Greenland's new football season ad for Johnnie Walker Red scotch features a red-jerseyed football player dominating a color tv screen.

last minute news

Key ad execs Arel, Endleman leave Pan Am

NEW YORK—Armand Arel and Bernard Endleman have resigned as system director-advertising and advertising director, Pan American World Airways. Mr. Arel will join Eastern Airlines as manager-international advertising, and Mr. Endleman joins Dancer Fitzgerald Sample Southern California, as senior vp-management supervisor and member of the board.

Gillette breaks first Adorn spots by Ayer

BOSTON—Gillette, having introduced Adorn soft hold hairspray on the Miss America pageant Sept. 6, goes on to air its "Come on, touch it!" commercials for Adorn on all three networks, prime and daytime, plus spot. The first major Adorn campaign since Ayer succeeded JWT on the account in February, 1979, also calls for color pages in October women's, beauty and service magazines.

Colgate juggles net tv buying assignments

NEW YORK—As part of its agency realignment (AA, Sept. 1), Colgate-Palmolive has assigned network tv buying responsibilities as follows—

(Continued on Page 8)

NEWSPAPER

Harold McGraw,

Cl

AA MAR81
SHINGTON DC 20014
101 WISCONSIN AVE
CONGRESSIONAL INFO SERVICE
P HAGERMAN SECY TO SP VP
DC20014CONGLIHAGNR 0211592001I3

Stress the 'positive'

Pols break ads —rather gently

By LEAH ROZEN
and RICHARD L. GORDON

WASHINGTON—You would never guess there's a presidential shooting match going on by the genteel advertising the candidates are running.

While President Carter and GOP candidate Ronald Reagan are blasting each other on the stump, their tv ad campaigns that broke over the weekend stress only the positive aspects of each candidate.

Though all three competitors—independent John Anderson rounds out the field—apparently are leaving open the possibility of harder-hitting spots in the future, for now they're keeping to the basic "Why our man is best for the job" strategy.

Mr. Carter and Mr. Reagan are expected to spend between $15,000,000 and $20,000,000 on tv spots out of the $29,440,000 available to each of them under the Federal Elections Commission's rules. Mr. Anderson is hoping to raise $13,000,000 and spend $10,000,000 on tv.

The commercials do offer some contrasts: The first Reagan spots are straightforward, consisting simply of footage from the former California governor's acceptance speech at the July Republican convention and brief discussions on issues in a library-like studio setting. The Carter spots have the President talking about issues with various Americans (homemakers, the elderly, blue collar workers, blacks, etc.) and portray Mr. Carter as a caring leader. The Anderson spots, actually carryovers from last summer, are primarily autobiographical. A new set of stronger Anderson spots focusing on issues is expected in about two weeks.

The first group of Reagan spots, viewed at a screening last Wednesday in New York, set forth the candidate's views on the economy and world peace, contrasting what he would do about each issue with

(Continued on Page 80)

Nabisco touts its new success

Nabisco Inc., East Hanover, N.J., claims Wheatsworth crackers, introduced nationally in June, will have the biggest first-year sales of any cracker since Ritz crackers debuted over 40 years ago. And its success has prompted the company to add the statement, "the most popular new cracker in 40 years," to all tv spots promoting the stone-ground wheat cracker. Commercials by William Esty Co. feature character actor Hazen Gifford, who plays the role of a professional baker.

Bailey's Irish Cream faces new crop

By JOSH LEVINE

NEW YORK—Not prepared to let Bailey's Original Irish Cream skim the category it created, new competitors are whipping up the market for cream liqueur with the industry's heaviest advertising per case ratio.

It's only been a year since Austin Nichols & Co. introduced Bailey's, a heavy seller overseas, but already several competitors have bypassed time-consuming rollouts to cash in on the immediate appeal of the cream and Irish spirits mixture.

The Christmas season will see at least three cream contenders in addition to Bailey's. The latest entrant, Carolans, boasting a "hint of honey," is coming out with typical fanfare. Ads by SSC&B for Renfield Importers herald the "richest, freshest, creamiest, Irishest taste in all the world," a string of superlatives worthy of the budget behind it.

Renfield says it is spending roughly $1,700,000 on Carolans in the fourth quarter, leaving $3,300,000 in the till if the brand's reception is as warm as Renfield expects. Three to five insertions will appear in *Apartment Life*, *Bon Appetit*, *The New Yorker* and *Playboy*, supplemented by regional ads in *Boston*, *New York*, the *New York Times Magazine*, *New West* and *Washingtonian*.

"The imported premium cream segment is among the few emerging categories in the distilled spirits industry generating as much excitement in the trade as among consumers," said Marvin Shanken, editor of *Impact*, an industry newsletter. "It's got the margins and growth rate for the trade, and it's got the taste for the consumer."

The "extremely profitable" margins on cream liqueurs, according to Mr. Shanken, are the source of the category's formidable spending levels. Actual volume, however, still lags behind the dollars invested. *Impact* estimates sales of 75,000 cases in 1979 growing to the 250,000 to 300,000 case level this year.

Despite the influx of Carolans, Bacardi Imports' O'Darby's and Glenmore Distilleries Dowland's Greensleeves, Bailey's still intends to hang on to the bulk of cream liqueur sales.

Shifted from Austin Nichols & Co. after Pernod Ricard S.A. snatched the Liggett Group subsidiary, Bailey's and its new distributor, Paddington Corp., hope to discourage additional market entries by raising the advertising ante even higher.

- A campaign from Backer & Spielvogel, which landed the account when Bailey's moved to Paddington, will top $2,000,000 in the fourth quarter, according to a source familiar with the brand's market plan.

In gaining a new distributor, however, Bailey's lost an advertising theme. Nadler & Larimer, the brand's agency at Austin Nichols, claimed proprietary rights to the theme, "The impossible cream."

(Continued on Page 80)

highlights

Monday, September 8, 1980

Ad agencies rush to get Latin American and Far East units to keep up with client moves. *See Page 4.*

The first 1980 census figures are trickling out despite the uproar over big city "undercounts." *See Page 6.*

Benton & Bowles' Medicus becomes the world's largest health care shop with the purchase of Intercon International. *See Page 10.*

USAir flies into a new ad effort—and keeps an eye open for possible competition. *See Page 12.*

Post-Newsweek channels its tv resources into programing but worries that the ultimate actors' strike settlement could be stifling. *See Page 14.*

The Simmons Market Research Bureau's release of its 1980 magazine audience numbers is expected to cause another research methodology brouhaha. *See Page 20.*

One auto exec predicts more of an emphasis on corporate advertising as Detroit debuts its new products this fall. *See Page 30.*

Mom-and-pop pizzerias cook up just the right marketing recipes to lure more and more consumers to their tables. *See Page 38.*

In the first of a two-part series, ADVERTISING AGE Washington editor Stan Cohen gives us a glimpse of advertising in China—how it fits into its modernization and what it means to American businesses. *See Page 43.*

While there is conflicting advice on how to put a portfolio together, Dick Wasserman offers some suggestions that should clear up some of the confusion. *See Page 46.*

Who pays for a coupon's savings? The marketer? The retailer? The consumer? Louis J. Haugh takes a look at this popular sales promotion device—cents-off coupons. *See Page 50.*

Fox-Stanley Photo, San Antonio, may not be the biggest in the photo finishing business but now, restructured and revamped under president-ceo Carl Newton III, it has become one of the most aggressive. *See Page 56.*

Canadian cable tv operators are getting ready to rush into the U.S. pay tv market, and the move could set back pay tv here until 1983. *See Page 62.*

Chinese consumers have developed brand loyalty to goods produced by Western marketers, a new study shows. *See Page 62.*

Trying to claw their way out of a recession, U.K. toy marketers have increased their ad spending on electronic toys. *See Page 68.*

The Kliban cat is becoming an expert at stalking unwary feline fanciers, much to the delight of licensees. *See Page 74.*

Vitt Media International is gearing up to appeal a court ruling which cleared four former execs of conspiracy and account piracy charges. *See Page 77.*

NBC president Fred Silverman gets an 18-month contract extension. *See Page 78.*

New York Times' Midwest edition, though devoid of advertising and irritating to Big Apple news loyalists, is doing better than the company expected. *See Page 80*

Section 2

Look around and everyone seems concerned about their health these days. For marketers, there are a lot of implications. Section 2/Health Care Marketing looks at the trend toward self-help health care and growing general awareness of health issues—beginning opposite Page 40.

REGULAR FEATURES

ACCOUNT CHANGES	73	FOR THE RECORD	77
ADBEAT	73	MEDIA PEOPLE	76
ADVERTISER PEOPLE	82	NEW AD RATES	40
ADVERTISING AGE MAGAZINE	43	PHOTO REVIEW	24
ADVERTISING MARKETPLACE	69	PRESSTIME	8
BAR/AA NEW TV PRODUCTS	54	PUBLIC RELATIONS	54
BRADY	28	REGIONAL NEWS	36
CON-SID-ERATIONS	16	VIDEOTECH	58
CORRECTIONS & CLARIFICATIONS	6	VOICE OF THE ADVERTISER	64
EDITORIAL VIEWPOINT	16	WASHINGTON BEAT	34
50 YEARS AGO	40		

Vol. 51, No. 38—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL. 60611. Second-class postage paid at Chicago and additional mailing addresses.

FTC: Near settling 'L.A. Times' discount case

By RICHARD L. GORDON

WASHINGTON—Federal Trade Commission antitrusters and Times Mirror Co., after a year of secret bargaining, are close to an agreement that could end FTC's attack on rate discounts that the *Los Angeles Times* gives to high volume retail advertisers.

The three-year-old antitrust case (AA, Aug. 22, '77) has had the newspaper industry on edge since its outcome could affect volume discount practices throughout the industry.

Any settlement with the *Times* could be a blueprint that other newspapers would have to follow to justify discounts they provide.

FTC administrative law Judge James B. Timony, who is handling the Times Mirror case, said attorneys for the company and the commission bureau of competition reported "substantial progress" toward a settlement last week.

(Continued on Page 77)

More than half a billion

Health specialists rack up billings

CHICAGO—For the nation's advertising industry, health care continues to command big money.

Forty-one agencies participating in ADVERTISING AGE's annual report of health care billings reported gross income of $82,271,773 in 1979, compared with $70,526,191 the year before, an increase of 16.6%. Those figures were derived from billings that reached $593,775,654 in 1979, up from $482,749,625 in 1978.

Perhaps one indication of the interest agencies have in the field is that in this roster of health care specialists are no fewer than three agencies that were founded since the beginning of 1979.

Yet the agencies, when surveyed, readily admit that the marketplace does present problems, not the least of which is the inflation-recession conundrum that afflicts virtually every segment of American industry.

"A unique aspect of 1980's economy is the combination of a recession coupled with runaway inflation," said Lawrence J. Lesser, president of Medicus Advertising, New York. "For the health care industry advertising agency there exists a two-edged sword of reduced income from reduced promotional budgets, as well as increased costs of doing business."

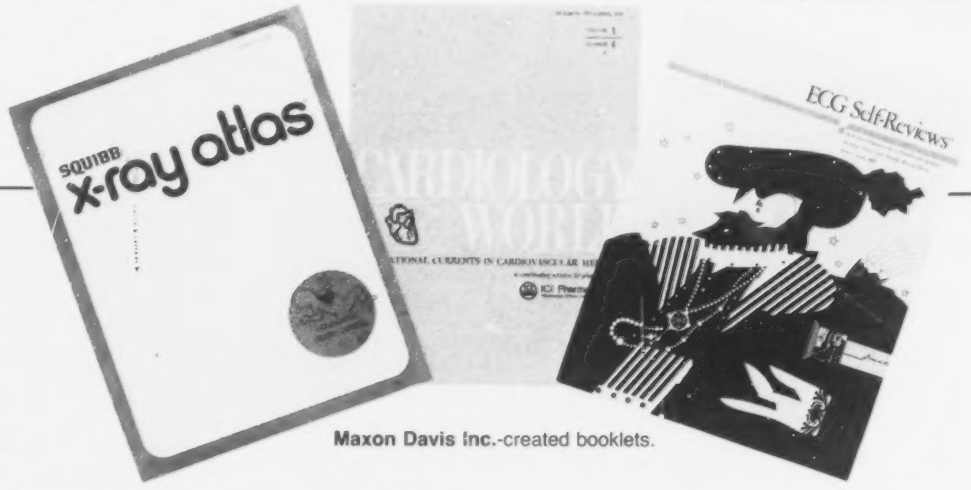
What this suggests, Mr. Lesser added, is that agency management in 1980 "must demonstrate a sharpened focus on finance."

Another problem—and another familiar refrain—is the spinoffs of government regulations.

▪ The "continued trend" toward more government regulations of health care promotions makes "the creative process a more laborious and less efficient one," said Albert Molinaro Jr., president of Klemtner Advertising, New York.

Retzie Gleeson, senior vp-administration of Sieber & McIntyre, Chicago, did not equivocate. Asked what the major problems were, she said simply, "The continuing overstepping by federal agencies of regulatory boundaries already approved by the Congress in their dealing with the industry."

Ms. Gleeson sees another problem, this one specific to health care—the proliferation of "Branded generic" products instead of new products brought to



Maxon Davis Inc.-created booklets.

Abelson-Frankel

	1979	1978
U.S. Gross Income	$ 747,661	$ 528,410
Capitalized Billings	$5,332,503	$3,379,792

Abelson-Frankel, Chicago, had U.S. gross income of $747,661 on billings of $5,332,503 in 1979. Gross income in 1978 was $528,410 on billings of $3,379,792.

Volume in 1979 included $381,696 in media, $789,774 in materials and services and $4,161,033 in capitalized fees. In 1978, volume included $253,989 in media, $481,475 in materials and services and $2,644,328 in capitalized fees.

The privately held agency has 15.2% of billings in health care.

Major accounts: Bio-Dynamics, Telemed, Mallinckrodt Diagnostics, Mallinckrodt science products, National Catheter, Marion Scientific, Precept, Vitek, Labex, Nordisk, V. Mueller. Added: Mallinckrodt, Nordish. Lost: DePuy, Affiliated Hospital Supply.

Billings breakdown: Professional journals 11%, trade journals 9%, detailing/sales material 40%, direct mail 20%, special projects 10%, audio/visual programs 4%, conventions 4%, company-sponsored publications 2%.

The agency has 130 employes, including one health care professional.

Arnold, Hoff & Associates

	1979	1978
U.S. Gross Income	$ 310,000	$ 320,000
Capitalized Billings	$2,067,700	$2,133,000

Arnold, Hoff & Associates, Arlington Heights, Ill., had U.S. gross income of $310,000 on billings of $2,067,700 in 1979. Gross income in 1978 was $320,000 on billings of $2,133,000.

Volume in 1979 included $400,700 in media, $1,000,000 in materials and services and $667,000 in capitalized fees.

The agency has 84% of its billings in health care.

Major accounts: SRL Medical, Viobin division of A.H. Robins, Radio Chemical Centre Amersham division. Added in 1979: Miles Laboratories Lab-Tek division.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 20%, direct mail 30%, special projects 10%, audio/visual programs 10%, conventions 10%.

The agency has 12 employes.

Barbetta Miller

	1979	1978
U.S. Gross Income	$ 251,063	$ 226,033
Capitalized Billings	$1,648,068	$1,482,870

Barbetta Miller, Fairfield, N.J., had U.S. gross income of $251,063 on billings of $1,648,068 in 1979. Gross income in 1978 was $226,033 on billings of $1,482,870.

Volume in 1979 included $296,000 in media, $148,800 in material and services and $1,203,268 in capitalized fees. In 1978, volume included $270,000 in media, $139,000 in materials and services and $1,073,870 in capitalized fees.

The privately held agency has 33% of its billings in health care.

Major accounts: BBL division of Becton Dickinson & Co., Terumo Medical Corp., Baker Diagnostics. Added: Black & Decker Medical Products, Gelman Sciences. Lost: North American Biologicals, Roche Medical Electronics.

No billings breakdown was provided.

The agency has 20 employes.

Baxter, Gurian & Mazzei

	1979	1978
U.S. Gross Income	$ 1,800,000	$ 1,500,000
Capitalized Billings	$12,000,000	$10,000,000

Baxter, Gurian & Mazzei, Beverly Hills, Cal., had U.S. gross income of $1,800,000 on billings of $12,000,000 in 1979. Gross income in 1978 was $1,500,000 on billings of $10,000,000.

Volume in 1979 included $2,225,750 in media, $1,500,000 in materials and services and $8,274,250 in capitalized fees. In 1978, volume included $1,556,800 in media, $902,200 in materials and services and $7,541,000 in capitalized fees.

The privately owned agency, which has 80% of its billings in health care, operates a subsidiary, Focus III Productions.

Major accounts: Riker Laboratories, Syntec Laboratories, Abbott Diagnostic Products, Alpha Therapeutic Corp., Bio-Science Laboratories, 3M Orthopedics. Added in 1979: Advanced Technology Laboratories, Spacelabs Inc.

Billings breakdown: Trade journals 15%, detailing/sales material 25%, direct mail 20%, special projects 12%, audio-visual programs 5%, conventions 6%, packaging 7%, consumer magazines 10%.

The agency has 37 employes.

Robert A. Becker Inc.

	1979	1978
U.S. Gross Income	$ 4,679,000	$ 3,820,000
Capitalized Billings	$32,328,749	$26,891,054

Robert A. Becker, New York, had a U.S. gross income of $4,679,000 on billings of $32,328,749 in 1979. Gross income in 1978 was $3,820,000 on billings of $26,891,054.

Volume in 1979 included $20,676,633 in media, $3,638,142 in materials and services and $8,013,974 in capitalized fees. In 1978, volume included $15,591,273 in media, $3,613,400 in materials and services and $7,686,381 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Mead Johnson Pharmaceuticals, Ives Laboratories. Added in 1979: Merck Sharp & Dohme, Roerig division of Pfizer Pharmaceuticals, Sandoz Pharmaceuticals. Lost: Monticello Drug Co.

Billings breakdown: Professional journals 78.6%, detailing/sales material 9%, direct mail 8.1%, company-sponsored publications 2%, other (Physicians' Radio Network) 2.3%.

The agency has 89 employes, including four health care professionals.

Carrafiello-Diehl & Associates

	1979	1978
U.S. Gross Income	$ 1,815,000	$1,380,000
Capitalized Billings	$12,100,000	$9,200,000

Carrafiello-Diehl & Associates, Irvington-on-Hudson, N.Y., had U.S. gross income of $1,815,000 on billings of $12,100,000 in 1979. Gross income was $1,380,000 on billings of $9,200,000 in 1978.

Volume in 1979 included $7,700,000 in media, $2,900,000 in materials and services and $1,500,000 in capitalized fees. In 1978, volume included $5,800,000 in media, $2,233,000 in materials and services and $1,167,000 in capitalized fees.

The agency's health care accounts totaled about 45% of billings in 1979. The privately owned agency has a subsidiary, CDA Research Laboratories, a medical and consumer market research company.

Major accounts: Lederle Laboratories, Knoll Pharmaceutical Co., Pfizer Laboratories, Vick toiletry products division of Richardson-

the market. "This is creating a tremendous wave of conflicts," she said, "and is affecting both the advertisers and their agencies."

Certainly, dealing with this kind of situation demands a technical expertise usually not found elsewhere in the industry. Which leads to the question of personnel and the problem of finding a knowledgeable staff.

At Hall Decker McKibbin & Singer, chief operating officer Elise McKibbin said one difficulty the industry has is the need to find "scientifically trained, creative problem solvers to do the expert job required."

■ Despite the problems—and sometimes because of them—agency execs do see a host of opportunities and challenges among current trends.

One mentioned by several is a focus toward nonpharmaceutical marketing. "The major growth over the next five years for many health care communications will be in the area of diagnostic equipment and monitoring devices," said Robert W. Buechert, president of Vicom Associates, San Francisco.

"The major growth will be in diagnostic equipment and monitoring devices."

Added John F. Swift, president of Frank J. Corbett, Chicago: "The expansion of many nonpharmaceutical companies into the basic health care system will bring substantial amounts of business into the pure health care communication agencies."

Other agencies noted that the growing concern and awareness of individual responsibilities for health could open more doors to traditional marketers.

"Increased growth and demand for health care products and services will create the need for better and more responsible communications to all segments of the health care community, including the consumer," said Matthew J. Hennessey, chairman and president of Sudler & Hennessey, New York.

■ Stephen Haber, vp of William Douglas McAdams Inc., New York, sees great possibilities in this trend. Today," he said, "there is an increased opportunity for the drug industry to address the public directly on health care issues. In the next few years, more packaged inserts and other patient aid material will be prepared and distributed.

"Medical advertising agencies can contribute to patient information by combining their skills and experience in communications with their knowledge of medicine to educate the public on a broad range of issues involved in health care delivery."

Another opportunity that some agencies expect to benefit from is the growth of the international health care market.

"The time constraints placed by the Food & Drug Administration on new drugs and devices and the ensuing erosion of patent protection have necessitated that U.S. manufacturers market overseas prior to introduction in the U.S.," said Mr. Lesser of Medicus. "Since the U.S. is the world's largest health care marketplace, the experience and knowledge of U.S. health care advertising agencies and their personnel is much in demand."

The Intercon International network can probably attest to that. Though its U.S. member, Intercon Barmak, does not rank among the top billing agencies nationally, in the international arena it is one of the largest.

Just where Intercon Barmak and the other agencies stand are noted in the following listing. Topping the roster are those billing more than $20,000,000: Sudler & Hennessey; William Douglas McAdams Inc.; Sieber & McIntyre; Kallir, Philips, Ross; Robert A. Becker Inc.; Medicus Communications; Shaller Rubin Associates; Klemtner Advertising; Lavey/Wolff/Smith; Healthmark Communications, and Wesson & Warhaftig.

Merrell, Formica International, Cyanamid International, Lederle International. Added in 1979: Roerig division of Pfizer Inc., Leeming/Pacquin division of Pfizer Inc., Norcliff Thayer.

Billings breakdown: Professional journals 28%, trade journals 2%, detailing/sales material 4%, direct mail 3%, special projects 2%, audio-visual programs 5%, conventions 1%, other 55%.

The agency has 41 employes, including two health care professionals.

Frank J. Corbett Communications

	1979	1978
U.S. Gross Income	$ 2,056,580	$ 2,054,244
Capitalized Billings	$13,717,388	$13,701,807

Frank J. Corbett Communications, Chicago, a division of BBDO Health & Medical Communications, had U.S. gross income of $2,056,580 in 1979 on billings of $13,717,388. In 1978, gross income was $2,054,244 on billings of $13,701,807.

The agency, which has 100% of its billings in health care, owns VIS-U-COM, a graphics communications company.

Major accounts: American Convertors, American Scientific Products, Beecham Laboratories, Breon Laboratories, Upjohn Co., Vestal Laboratories, Westwood Pharmaceuticals, Winthrop Laboratories. Added in 1979: Abbott International, Bendix Corp. instruments and health care division, Stryker Corp., Flint Laboratories. Lost: Cooke-Waite Laboratories.

Billings breakdown: Professional journals 42%, detailing/sales material 30%, direct mail 20%, special projects 3%, audio-visual programs 4%, conventions 1%.

The agency has 45 employes, including two health care professionals.

Maxon Davis Inc.

	1979	1978
U.S. Gross Income	$ 2,100,000	$ 2,320,000
Capitalized Billings	$12,004,000	$12,977,600

Maxon Davis Inc., New York, had U.S. gross income of $2,100,000 on billings of $12,004,000 in 1979. Gross income in 1978 was $2,320,000 on billings of $12,977,600.

Volume in 1979 included $3,600,000 in media, $400,000 in materials and services and $8,004,000 in capitalized fees. In 1978, volume included $3,516,800

(Continued on Page S-22)

"When Advertising Age wanted to know about Diagnostic Imaging, they came to the Medical Marketing Resource..."

Technology Marketing Group

"We can supply your company or your agency with the same information, help your managers solve marketing problems, and provide creative support that generates sales revenues.

The medical industry isn't a sideline with us. And it shouldn't be with the agency that's spending your money!

Technology Marketing Group, Ltd.

The marketing problem solvers

950 Lee Street
Des Plaines, IL 60016

Call Collect
(312) 297-1404

Health care billings report

(Continued from Page S-21)
in media, $483,200 in materials and services and $8,977,600 in capitalized fees.

The privately owned agency, which has 100% of its billings in health care, owns three subsidiaries, Health Communications, Art Dimensions and Professional Services Co., which offer sales promotion, professional marketing research, audio-visual services, public and professional relations and salesmen-delivered programs.

Major accounts: Ciba-Geigy Corp., Knoll Fine Chemicals, Roche Laboratories, E.R. Squibb & Sons, Stuart Laboratories division of I.C.I. Americas.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales materials 30%, direct mail 20%, special projects 5%, audio/visual programs 5%, company-sponsored publications 20%.

The agency has 31 employes, including three health care professionals.

Paul A. DeJesse Advertising

	1979	1978
U.S. Gross Income	—	—
Capitalized Billings	—	—

Paul A. DeJesse Advertising, Woodbridge, N.J., an agency founded in January, 1980, has projected capitalized billings of $2,000,000 during its first year.

This privately held agency has 100% of its billings in the health care industry.

Major accounts: Pfizer (Pfipharmecs), Cooper Dermatology, Pharmacia, Metpath.

Billings breakdown: Professional journals 10%, trade journals 10%, detailing/sales material 30%, direct mail 30%, special projects 20%.

The agency has 10 employes, including two health care professionals.

Dorland & Sweeney

	1979	1978
U.S. Gross Income	$1,046,272	$ 784,172
Capitalized Billings	$6,516,797	$5,312,693

Dorland & Sweeney, Philadelphia, had U.S. gross income of $1,046,272 on billings of $6,516,797 in 1979. Gross income in 1978 was $784,172 on billings of $5,312,693.

Volume in 1979 included $190,416 in media, $1,303,417 in materials and services and $5,022,964 in capitalized fees. In 1978, volume included $218,704 in media, $1,254,139 and $3,848,850 in capitalized fees.

The privately held agency has 100% of its billings in health care.

Major accounts: Smith, Kline & French International, Merck Sharp & Dohme, Drug Distribution Data, Health Systems Agency of S.E. Pennsylvania. Added in 1979: Wyeth Laboratories International. Lost: Cooper Dermatology division, Pfipharmecs division of Pfizer Inc.

Billings breakdown: Professional journals 5%, trade journals 8%, other 87%.

The agency has 24 employes in two offices.

Dorritie & Lyons

	1979	1978
U.S. Gross Income	$ 375,000	—
Capitalized Billings	$3,200,000	—

Dorritie & Lyons, New York, founded in January, 1979, had U.S. gross income of $375,000 on billings of $3,200,000 in its first year.

Volume in 1979 included $1,870,000 in media and $1,330,000 in capitalized fees.

This privately held agency has 100% of its billings in health care.

Major accounts: Pfizer Laboratories, Roerig, Pfizer International.

Billings breakdown: Professional journals 60%, detailing/sales material 30%, other 10%.

The agency has six employes.

Surgikos: Hogan Gazzara Associates.

J.R. Druid Associates

	1979	1978
U.S. Gross Income	$1,300,000	$ 950,000
Capitalized Billings	$8,169,000	$6,333,000

J.R. Druid Associates, New York, had U.S. gross income of $1,300,000 on billings of $8,169,000 in 1979. Gross income in 1978 was $950,000 on billings of $6,333,000.

Volume in 1979 included $1,500,000 in media, $2,000,000 in materials and services and $4,669,000 in capitalized fees. In 1978, volume included $1,500,000 in media, $1,500,000 in materials and services and $3,333,000 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held. It also operates three subsidiaries, J.R. Druid Publications, J.R. Druid Graphic Services and Acorn Productions, which offer publishing and graphic arts services.

Major accounts: Arbook, Astra, NAPP Chemical Unettes, Organon Inc., Winthrop. Added in 1979: Emdee, Merrell, E.R. Squibb, Surgikos.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 25%, direct mail 10%, special projects 10%, audio/visual programs 15%, conventions 5%, company-sponsored publications 15%.

The agency has 20 employes, including two health care professionals.

Dugan/Farley Communications Associates

	1979	1978
U.S. Gross Income	$1,240,000	$ 725,500
Capitalized Billings	$8,270,000	$4,953,650

Dugan/Farley Communications Associates, Montvale, N.J., had U.S. gross income of $1,240,000 on billings of $8,270,000 in 1979. Gross income in 1978 was $725,500 on billings of $4,953,650.

Volume in 1979 included $1,800,000 in media, $728,000 in materials and services and $5,742,000 in capitalized fees. In 1978, volume included $1,240,000 in media, $412,000 in materials and services and $3,301,640 in capitalized fees.

The agency, which has 100% of billings in health care, is privately held.

Major accounts: Endo Laboratories, Schering Laboratories, USV Pharmaceutical Corp. Added in 1979: Roche Laboratories.

Billings breakdown: Professional journals 40%, detailing/sales material 19%, direct mail 25%, special projects 5%, audio/visual programs 7%, conventions 1%, company-sponsored publications 3%.

The agency has 50 employes, including six health care professionals.

Thomas G. Ferguson Associates

	1979	1978
U.S. Gross Income	$ 990,872	$ 854,200
Capitalized Billings	$12,390,259	$6,819,380

Thomas G. Ferguson Associates, Parsippany, N.J., had U.S. gross income of $990,872 on billings of $12,390,259 in 1979. Gross income in 1978 was $854,200 on billings of $6,819,380.

Volume in 1979 included $616,830 in media, $1,228,300 in materials and services, $10,545,129 in capitalized fees. In 1978, volume included $480,000 in media, $910,000 in materials and services and $5,429,380 in capitalized fees.

The privately owned agency, which has 100% of its billings in health care, has one subsidiary, PRO/COM Enterprises, which offers programed learning materials, audio-visual materials for sales meetings and in-service training aids.

Major accounts: C.R. Bard (projects of various divisions), Becton, Dickinson & Co., Johnson & Johnson (projects), Revlon Inc., Schering AG, E.R. Squibb & Sons, Warner-Lambert Co. (international). Added in 1979: Deseret operating room products division, Electro-Nucleonics, Ortho Pharmaceuticals, Parke-Davis medical/surgical division, Wallace Laboratories.

Billings breakdown: Professional journals 8%, trade journals 4%, detailing/sales material 42%, direct mail 6%, special projects 11%, audio/visual programs 20%, conventions 2%, company-sponsored publications 7%.

The agency has 32 employes, including one health care professional.

Martin Fiderer Associates

	1979	1978
U.S. Gross Income	$ 217,500	$ 153,750
Capitalized Billings	$1,450,000	$1,025,000

Martin Fiderer Associates, Englewood Cliffs, N.J., had U.S. gross income of $217,500 on billings of $1,450,000 in 1979. Gross income in 1978 was $153,750 on billings of $1,025,000.

Volume in 1979 included $290,000 in media, $226,000 in materials and services and $934,000 in capitalized fees. In 1978, volume included $194,000 in media, $230,700 in materials and services and $600,300 in capitalized fees.

The privately held agency has 100% of its billings in health care.

Major accounts: Bristol-Myers Products, Del Laboratories Commerce Drug division. Added in 1979: Commerce Drug Co. Lost: Bristol Laboratories.

Billings breakdown: Professional journals 20%, detailing/sales material 25%, direct mail 45%, special projects 5%, conventions 5%.

The agency has seven employes.

Garrison, Jasper, Rose & Co.

	1979	1978
U.S. Gross Income	$1,806,871	$1,790,749
Capitalized Billings	$11,292,946	$11,189,218

Garrison, Jasper, Rose & Co., Indianapolis, had U.S. gross income of $1,806,871 on billings of $11,292,946 in 1979. Gross income in 1978 was $1,790,749 on billings of $11,189,218.

Volume in 1979 included $3,940,000 in media, $3,877,493 in materials and services and $3,475,453 in capitalized fees. In 1978, volume included $3,910,000 in media, $4,175,000 in materials and services and $3,104,218 in capitalized fees.

The privately held agency, which has 19% of its billings in health care, also operates a subsidiary, Cumarc, which offers financial marketing and advertising services.

Major accounts: Dow Pharmaceuticals, Eli Lilly & Co., NDM Corp. Added in 1979: Union Carbide.

Billings breakdown: Professional journals 20%, trade journals 20%, detailing/sales material 15%, direct mail 10%, special projects 10%, audio/visual programs 5%, other 20%.

The agency has 35 employes.

Hall Decker McKibbin & Singer

	1979	1978
U.S. Gross Income	$1,345,000	$ 933,000
Capitalized Billings	$8,995,000	$6,220,000

Hall Decker McKibbin & Singer, New York, had U.S. gross income of $1,345,000 on billings of $8,995,000 in 1979. Gross income in 1978 was $993,000 on billings of $6,220,000.

Volume in 1979 included $2,428,650 in media and $6,566,350 in capitalized fees.

The privately held agency owns Hall Decker McKibbin & Singer, Marina del Rey, Cal.

Major accounts: Becton Dickinson & Co., Micromedic Systems division of Rohm & Haas Co., Coulter Electronics, BBL Microbiology Systems division of Becton Dickinson & Co., Conco Medicine Co., Bios Inc. Added in 1979: American Cystoscope Makers, Sybron/Brinkmann Instruments, Johnston Laboratories.

Billings breakdown: Professional journals 20%, trade journals 15%, detailing/sales material 2.5%, direct mail 50%, audio/visual programs 2.5%, direct mail 50%, conventions 5%, radio 5%.

The agency has 23 employes, including four health care professionals, and three offices.

HealthCom

	1979	1978
U.S. Gross Income	$ ——	$ ——
Capitalized Billings	$ ——	$ ——

HealthCom, a division of Lewis & Gilman, Philadelphia, was founded in January, 1980. No first year figures were provided.

Major accounts: S.S. White Dental Products, Extracorporeal Medical Specialties, Philadelphia College of Pharmacy and Science, Connaught Laboratories, Sheie Eye Institute, Warren-Teed Pharmaceuticals, William H. Rorer Inc., Critikon. Lost: Wyeth Laboratories.

Billings breakdown: Professional journals 35%, trade journals 2%, detailing/sales material 4%, direct mail 15%, special projects 5%, conventions 1%, other 2%.

HealthCom has 30 employes, including one health care professional.

Healthmark Communications

	1978	1978
U.S. Gross Income	$ 2,800,000	$ 2,500,000
Capitalized Billings	$20,675,000	$17,100,000

Healthmark Communications, New York, had U.S. gross income of $2,800,000 on billings of $20,675,000. Gross income in 1978 was $2,500,000 on billings of $17,100,000.

Volume in 1979 included $2,200,000 in media, $1,800,000 in materials and services and $16,675,000 in capitalized fees. In 1978, volume included $1,100,000 in media, $1,493,000 in materials and services and $14,507,000 in capitalized fees.

This publicly owned agency, a subsidiary of Medcom Inc., has 100% of its billings in health care.

Major accounts: Searle Laboratories, Procter & Gamble, Buckeye Cellulose Co., Dow Corning Ophthalmics, Chocolate Manufacturers Assn., Weight Watchers International. Lost: Meyer Laboratories, Bristol Laboratories.

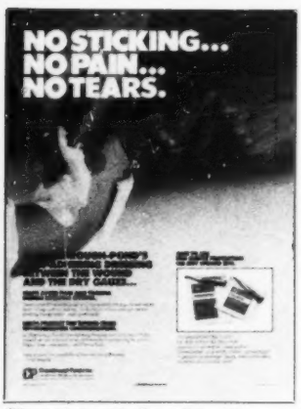
(Continued on Page S-24)

Health care billings report

(Continued from Page S-23)

Billings breakdown: Professional journals 10%, trade journals 3%, detailing/sales material 20%, direct mail 15%, special projects 30%, audio-visual programs 10%, conventions 2%, other 10%.

The agency has 40 employes including four health care professionals.



Chesebrough-Pond's: Klemtner Advertising.

Hogan Gazzara Associates

	1979	1978
U.S. Gross Income	$575,920	$261,800
Capitalized Billings	$3,614,500	$2,259,711

Hogan Gazzara Associates, Pennington, N.J., had U.S. gross income of $575,920 on billings of $3,614,500 in 1979. Gross income in 1978 was $261,800 on billings of $2,259,711.

Volume in 1979 included $550,000 in media, $730,000 in materials and services and $2,334,500 in capitalized fees. In 1978, volume included $410,599 in media, $454,608 in materials and services and $1,394,504 in capitalized fees.

This privately held agency has 90% of its billings in health care.

Major accounts: Surgikos, Roche Medical Electronics, Siemens Corp., Johnson & Johnson Patient Care. Added in 1979: Extracorporeal Medical Specialties, Worthington Diagnostics, Chemetrics Corp.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 45%, direct mail 20%, special projects 5%, audio-visual programs 2%, conventions 5%, company-sponsored publications 3%.

The agency has 12 employes.

Intercon International/-Intercon Barmak

	1979	1978
U.S. Gross Income	$ 880,000	$ 503,272
Capitalized Billings	$5,870,000	$3,078,129

Intercon Barmak, New York, U.S. member of the Intercon International network, reported U.S. gross income of $880,000 on billings of $5,870,000 in 1979. Gross income in 1978 was $503,272 on billings of $3,078,129.

Worldwide, Intercon International is the largest health care agency. U.S. volume in 1979 included $1,996,000 in media, $1,174,000 in materials and services and $2,700,000 in capitalized fees. In 1978, volume included $1,661,480 in media, $540,244 in materials and services and $876,405 in capitalized fees.

The privately held agency has 100% of its billings in health care. Its overseas offices include three in West Germany; two in the United Kingdom, France and U.S., and one in Italy, Japan, Switzerland, Australia and Canada.

Major accounts: Purdue Frederick, Bard Parker, Milupa Corp., Becton-Dickinson Laboratories, Pfizer International, Warner-Lambert.

Billings breakdown: Professional journals 65%, trade journals 3%, detailing/sales material 7%, direct mail 15%, special projects 10%.

The agency has 180 employes, including six health care professionals, and 14 offices.

Kallir, Philips, Ross

	1979	1978
U.S. Gross Income	$ 4,604,000	$ 4,608,000
Capitalized Billings	$39,911,000	$35,709,000

IVAC Corp.: Vicom Associates.

Kallir, Phillips, Ross, New York, had U.S. gross income of $4,604,000 on billings of $39,911,000 in 1979. Gross income in 1978 was $4,608,000 on billings of $35,709,000.

Volume in 1979 included $8,958,000 in media, $4,540,000 in materials and services and $26,413,000 in capitalized fees. In 1978, volume included $9,141,000 in media, $6,098,000 in materials and services and $20,470,000 in capitalized fees.

With 100% of its billings in health care, the privately held agency owns KPR Infor/Media Corp., which specializes in education and informational programs for physicians, nurses and other health professionals.

Major accounts: Adria/Warren-Teed Laboratories, Berlex Laboratories, McNeil Laboratories, A.H. Robins, Sandoz Pharmaceuticals. Added in 1979: Janssen Pharmaceutica, Johnson & Johnson Dental Co., Johnson & Johnson health care division, L'eggs Products, McNeil Consumer Products Co., Merck Sharp & Dohme, Norwich-Eaton Pharmaceuticals, Ortho Pharmaceutical Corp., Ortho consumer products division, Upjohn Co., Wallace Laboratories, Wyeth Laboratories. Lost: Avicon, Dorsey Laboratories, IBM Biomedical Systems, McNeill Laboratories (Tylenol with codeine, Tylox).

Billings breakdown: Professional journals 58%, detailing/sales material 2%, direct mail 20%, special projects 14%, audio-visual programs 6%.

The agency has 115 employes, including eight health care professionals.

Kimmich & deCesare

	1979	1978
U.S. Gross Income	$ 677,189	$ 786,685
Capitalized Billings	$4,516,697	$5,245,773

Kimmich & deCesare, Stamford, Conn., a division of Meducation Inc., had U.S. gross income of $677,189 on billings of $4,516,697 in 1979. Gross income in 1978 was $786,685 on billings of $5,245,773.

Volume in 1979 included $248,808 in media, $605,593 in materials and services and $3,662,296 in capitalized fees. In 1978, volume included $1,172,151 in media, $537,048 in materials and services and $3,536,574 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has a subsidiary, Ad Graphics.

Major accounts: Roche Laboratories, Pfizer International, Pfizer Latin America. Added in 1979: Kabi Group, Wyeth Laboratories, C.B. Fleet. Lost: Roche Medical Electronics.

Billings breakdown: Professional journals 5%, trade journals 1%, detailing/sales material 40%, direct mail 39%, special projects 14%, audio-visual programs 1%.

The agency has 16 employes.

Klemtner Advertising

	1979	1978
U.S. Gross Income	$ 3,470,000	$ 3,270,000
Capitalized Billings	$26,190,000	$23,520,000

Klemtner Advertising, New York, a subsidiary of Compton Advertising, had U.S. gross income of $3,470,000 on billings of $26,190,000 in 1979. Gross income in 1978 was $3,270,000 on billings of $23,520,000.

Volume in 1979 included $8,000,000 in media, $2,040,000 in materials and services and $16,150,000 in capitalized fees. In 1978, volume included $6,500,000 in media, $4,620,000 in materials and services and $12,400,000 in capitalized fees.

The agency, which has 100% of its billings in health care, operates two subsidiaries, Comtact Corp. and Medical Service Projects.

Major accounts: Ayerst Laboratories, Chesebrough-Pond's Lederle Laboratories, Pfizer Diagnostics, Pfizer Laboratories, Procter & Gamble, USV Laboratories, Cyanamid International, Schering-Plough International. Added in 1979: Squibb International, Thompson Medical Co., additional products for Chesebrough-Pond's and Pfizer Laboratories.

Billings breakdown: Professional journals 45%, trade journals 5%, detailing/sales materials 32%, direct mail 10%, special projects 3%, audio-visual programs 5%.

The agency has 83 employes, including four health care professionals.

Landi & Handler

	1979	1978
U.S. Gross Income	$ 826,325	$ 640,682
Capitalized Billings	$5,469,515	$4,247,245

Landi & Handler, New York, had U.S. gross income of $826,325

on billings of $5,469,515 in 1979. Gross income in 1978 was $640,682 on billings of $4,247,245.

Volume in 1979 included $125,670 in media, $188,535 in materials and services and $5,155,310 in capitalized fees. In 1978, volume included $98,245 in media, $147,000 in materials and services and $4,247,245 in capitalized fees.

With 80% of its billings in health care, the privately held agency owns RX Concepts, which handles international accounts.

Major accounts: Roche Diagnostics, Pfizer Diagnostics, Roerig Co., American Cyanamid, A.H. Robins. Added in 1979: Roche Analytical, Waters Associates. Lost: Adria-Warren Teed.

Billings breakdown: Professional journals 10%, trade journals 5%, detailing/sales material 45%, direct mail 20%, special projects 15%, audio-visual programs 3%, conventions 2%.

The agency has 12 employes, including one health care professional.

Lavey/Wolff/Swift

	1979	1978
U.S. Gross Income	$ 3,461,944	$ 2,923,420
Capitalized Billings	$23,091,166	$19,499,211

Lavey/Wolff/Swift, New York, a division of BBDO Health & Medical Communications, had estimated U.S. gross income of $3,461,944 on billings of $23,091,166 in 1979. Estimated gross income* in 1978 was $2,923,420 on billings of $19,499,211.

The publicly held agency, which has 100% of its billings in health care, has three subsidiaries, Health Education Technologies, Public Relations in Science and Medicine, and Lavey/Wolff/Swift, London, which offer medical education, sales training, symposia, films, audio-visual presentations, public relations services and health care advertising.

Major accounts: Absorbent Cotton Co., ADR Ultrasound, Miles Laboratories Ames division, Bristol-Myers Co., Campbell Soup, Dome Laboratories, Hunt Wesson, Ives Laboratories, Life Science Instruments, Norwich-Eaton Pharmaceuticals, Organon Hospital Products, Rystan, Seamless Hospital Products, Upjohn and Winthrop Laboratories. Added in 1979: Home Healthcare Group of Miles Laboratories Ames division, Lawton Instruments, Stuart Pharmaceuticals, ICI Pharmaceuticals.

Billings breakdown: Professional journals 35%, trade journals 5%, detailing/sales material 30%, direct mail 15%, special projects 5%, audio/visual programs 2%, conventions 2%, other 6%.

The agency has 66 employes, including five health care professionals, in three offices.

***Revised from 1978 report.**

Marketing Dimensions

	1979	1978
U.S. Gross Income	$673,666	$466,450
Capitalized Billings	$4,412,660	$3,072,398

Marketing Dimensions, Newton, Mass., had U.S. gross income of $673,666 on billings of $4,412,660 in 1979. Gross income in 1978 was $466,450 on billings of $3,072,398.

Volume in 1979 included $799,100 in media, $721,922 in materials and services and $2,891,638 in capitalized fees. In 1978, volume included $528,327 in media, $348,454 in materials and services and $2,195,617 in capitalized fees.

This privately owned agency has 75% of its billings in health care.

Major accounts: Barnstead Co., Becton Dickinson Medical Systems, Computer Devices, Computervision, Corning Medical & Scientific, Damon Instructional Systems, Medical Instrument Research Associates, MetPath Inc., Millipore (laboratory products division and medical products division), Ortho Instruments, Environmental Sciences Associates.

Billings breakdown: Professional journals 15%, trade journals 35%, detailing/sales material 31%, direct mail 8%, special projects 7%, audio/visual programs 1%, other 3%.

The agency has 18 employes, including one health care professional.

William Douglas McAdams Inc.

	1979	1978
U.S. Gross Income	$6,800,000	$6,300,000
Capitalized Billings	$45,500,000	$41,900,000

William Douglas McAdams Inc., New York, had U.S. gross income of $6,800,000 on billings of $45,500,000 in 1979. Gross income in 1978 was $6,300,000 on billings of $41,900,000.

Volume in 1979 included $25,500,000 in media, $14,200,000 in materials and services and $5,800,000 in capitalized fees. In 1978, volume included $26,500,000 in media, $10,900,000 in materials and services and $4,500,000 in capitalized fees.

The agency, which has 100% of its billings in health care, has a subsidiary, Medigraphics Inc., which offers art studio services.

Major accounts: Roche Laboratories, Ciba-Geigy, Hoechst-Roussel Pharamaceuticals, Johnson & Johnson, Ortho Pharmaceuticals, Block Drug, Reed & Carnick, Wallace Laboratories. Added in 1979: Wyeth Laboratories, Pfizer Laboratories.

Billings breakdown: Professional journals 45%, trade journals 11%, detailing/sales material 5%, direct mail 31%, special projects 4%, audio-visual programs 3%, other 1%.

The agency has 168 employes, including six health care professionals.

M.E.D. Communications

	1979	1978
U.S. Gross Income	$ 2,300,000	$ 2,022,099
Capitalized Billings	$18,647,992	$14,286,400

M.E.D. Communications, Hopelawn, N.J., had U.S. gross income of $2,300,000 on billings of $18,647,992 in 1979. Gross income in 1978 was $2,022,099 on billings of $14,286,400.

Volume in 1979 included $3,000,000 in media, $900,129 in materials and services and $14,747,863 in capitalized fees. In 1978, volume included $2,000,000 in media, $800,000 in materials and services and $11,486,400 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Warner-Lambert general diagnostics division, E. R. Squibb & Sons international division, Johnson & Johnson, Pharmacia Diagnostics, Abbott Laboratories diagnostics division, Kimberly-Clark, Davol Inc., Reed & Carnick Pharmaceutical, Organon Inc., Organon Diagnostics, Pfizer Laboratories, Bristol Laboratories.

(Continued on Page S-26)

Health care billings report

(Continued from Page S-25)

Billings breakdown: Professional journals 20%, detailing/sales material 20%, direct mail 5%, special projects 40%, audio/visual programs 15%.

M.E.D. Communications has 42 employes, including three health care professionals.

Medicus Communications

	1979	1978
U.S. Gross Income	$4,341,000	$4,196,000
Capitalized Billings	$28,954,000	$27,989,000

Medicus Communications, New York, a subsidiary of Benton & Bowles, had U.S. gross income of of $4,341,000 in 1979 on billings of $28,954,000. In 1978, gross income was $4,196,000 on billings of $27,989,000.

Medicus, which has 100% of its billings in health care, owns Science & Medicine Publishing and Cinemed Systems, producers of scientific and educational programs, audio-visual programs and company-sponsored publications.

Major accounts: CPC International Best Foods division, Merrell-National Laboratories, Norwich-Eaton Pharmaceuticals, Morton Salt Co.; Procter & Gamble, Roerig, Schering Corp., Siemens Corp., Richardson-Merrell Vicks toiletry products divisions. Added in 1979: Anderson-Clayton Foods, Eaton-Merz Laboratories, H. J. Heinz Co. Heinz U.S.A. division.

Billings breakdown: Professional journals 25%; trade journals 1%, detailing/sales 30%, direct mail 10%, special projects 20%, audio-visual programs 3%; conventions 1%, company-sponsored publications 10%.

The agency has 110 employes, including seven health care professionals.

Rolf Werner Rosenthal Inc.

	1979	1978
U.S. Gross Income	$ 2,892,025	$ 2,149,965
Capitalized Billings	$19,654,875	$16,569,211

Rolf Werner Rosenthal, New York, had U.S. gross income of $2,892,025 on billings of $19,654,875 in 1979. Gross income in 1978 was $2,149,965 on billings of $16,569,211.

Volume in 1979 included $6,992,656 in media, $1,034,802 in materials and services and $11,627,417 in capitalized fees. In 1978, volume included $9,854,423 in media, $1,174,353 in materials and services and $5,540,435 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has one subsidiary, World Health Information Services, which provides expertise in medical symposia and continuing medical education.

Major accounts: Burroughs Wellcome Co. (U.S. and Canada), Calmic Ltd., Connaught Laboratories Ltd. (U.S. and Canada), Connaught Animal Health, Cooke-Waite Laboratories, Fisons Corp., Oral-B Co., Sandoz Pharmaceuticals, Wampole Laboratories division of Carter-Wallace. Added in 1979: American Cyanamid, Lederle Laboratories, Marion Laboratories, E. R. Squibb & Sons.

Billings breakdown: Professional journals 50%, trade journals 10%, detailing/sales material 20%, direct mail 10%, special projects 5%, audio-visual programs 5%.

The agency has 62 employes, including eight health care professionals.

Shaller Rubin Associates

	1979	1978
U.S. Gross Income	$3,650,000	$3,300,000
Capitalized Billings	$24,510,000	$22,180,000

Shaller Rubin Associates, New York, had U.S. gross income of $3,650,000 on billings of $24,510,000 in 1979. Gross income in 1978 was $3,300,000 on billings of $22,180,000.

Volume in 1979 included $14,800,000 in media, $4,660,000 in materials and services and $5,050,000 in capitalized fees. In 1978, volume included $13,325,000 in media, $4,320,000 in materials and services and $4,535,000 in capitalized fees.

The privately held agency, which has 30% of its billings in health care, operates a subsidiary, Multi Media Concepts, a sales promotion agency.

Major accounts: Garan Inc., Merrell-National Laboratories, Norwich-Eaton Pharmaceuticals, Schenley Industries. Added in 1979: Abbott Laboratories pharmaceutical products division, Vicks health care division.

Billings breakdown: Professional journals 20%, trade journals 5%, detailing/sales material 15%, direct mail 15%, special projects 35%, audio-visual programs 5%, conventions 5%.

The agency has 63 employes, including three health care professionals.

Alfred, Lord Tennyson
Kublai Khan
Alexander the Great
John Calvin
Edward Gibbon
One of the oldest of diseases, gout has been traced back 7,000 years. Alexander the Great was only one famous victim.
In common with many other famous men, Alexander the Great had gout. But this conqueror of the lands from Greece to India was far from the first to be so afflicted, indeed, a acute kidney stone, probably caused by gout, has been recovered from a 7,000-year-old Egyptian mummy!
And this ancient renal stone presents a warning to us today.
For today we know that hyperuricemia causes gout and that the same hyperuricemia can lead to kidney stones. But today in gout, Zyloprim® (allopurinol) therapy reduces the likelihood of the formation of uric acid renal calculi.
Zyloprim therapy inhibits the production of uric acid. It reduces both serum and urinary uric acid levels without dependence on kidney function to help prevent formation of uric acid deposits and reduce the risk of uric acid nephropathy.
Zyloprim medication can be used concomitantly with salicylates. And a 300 mg once-a-day tablet makes Zyloprim therapy easy to remember and simple to take.
So take advantage of the modern way to treat gout. Treat it with Zyloprim—the original allopurinol. The therapy that helps prevent renal stone formation.
ZYLOPRIM® (allopurinol)
Unlike the uricosurics, Zyloprim® (all-pur-i-nol) reduces the hazard of stone formation and kidney damage from hyperuricemia associated with gout.

Burroughs Wellcome Co.: Sieber & McIntyre.

Sieber & McIntyre

	1979	1978
U.S. Gross Income	$4,774,228	$4,191,074
Capitalized Billings	$41,051,131	$39,416,056

Sieber & McIntyre, Chicago, had U.S. gross income of $4,774,228 on billings of $41,051,131 in 1979. Gross income in 1978 was $4,191,074 on billings of $39,416,056.

Volume in 1979 included $6,910,628 in media, $4,730,372 in materials and services and $29,410,131 in capitalized fees. In 1978, volume included $6,566,864 in media, $5,200,975 in materials and services and $27,648,217 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, operates a subsidiary, Sieber & McIntyre in Japan, which publishes single sponsor health care journals.

Major accounts: Bristol Laboratories, Burroughs Wellcome Co., Dorsey Laboratories, Pennwalt Prescription Products, Pennwalt Corp., Pennwalt International Corp., Searle Laboratories, Warner-Lambert. Added in 1979: Bausch & Lomb, Boots Pharmaceutical, Wyeth Laboratories, Survival Technology. Accounts lost in 1979: American Optical Corp., Miles Laboratories grocery products division.

Billings breakdown Professional journals 62.5%, detailing/sales 5.2%, direct mail 11.7%, special projects 0.8%, audio/visual programs 2.9%, conventions 0.4%, company-sponsored publications 16.5%.

The agency has 102 employes in three offices, including one health care professional.

Frank P. Sotera Inc.

	1979	1978
U.S. Gross Income	$ 753,000	$ 756,000
Capitalized Billings	$3,425,000	$3,275,000

Frank P. Sotera Inc., New York, had estimated U.S. gross income of $753,000 on billings of $3,425,000 in 1979. Its estimated gross income in 1978 was $756,000 on billings of $3,275,000.

The agency, which has 100% of its billings in health care, is privately held.

Accounts added in 1979: Visitec, Muro Pharmacal, Intermedics Intraocular, Carter Wallace International, Syntex International. Lost: Milton Roy Professional Products.

Billings breakdown: Professional journals 20%, trade journals 5%, detailing/sales material 25%, direct mail 20%, special projects 15%, audio-visual programs 15%.

The agency has 15 employes, including one health care professional.

Sudler & Hennessey

	1979	1978
U.S. Gross Income	$ 8,767,000	$ 7,500,000
Capitalized Billings	$58,464,000	$51,585,400

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam, had U.S. gross income of $8,767,000 on billings of $58,464,000 in 1979. Gross income in 1978 was $7,500,000 on billings of $51,585,400.

Volume in 1979 included $22,753,000 in media, $4,982,000 in materials and services and $30,729,000 in capitalized fees. In 1978, volume included $17,320,000 in media, $3,450,000 in materials and services and $30,815,400 in capitalized fees.

The agency, which has 100% of its billings in health care, operates IntraMed Communication, an audio-visual programs company.

Major accounts: American Optical Corp., Abbott Laboratories, Ayerst Laboratories, Endo Laboratories, General Foods Corp., Lever Bros., McNeil Laboratories, Parke-Davis, Roerig, Stuart Pharmaceuticals, Whitehall Laboratories, Merck Sharp & Dohme International, Schering U.S.A., Terumo Corp., Pfizer International, Roche Laboratories. Added in 1979: Mead Johnson, Johnson & Johnson health care division, Novo Laboratories, Gambro Inc.

Billings breakdown: Professional journals 38%, trade journals 8%, detailing/sales material 12%, direct mail 14%, special projects 14%, audio-visual programs 6%, conventions 4%, company-sponsored publications 4%.

The agency has 230 employes (170 in the U.S.) and nine offices. Seven employes are health care professionals.

Ted Thomas Associates

	1979	1978
U.S. Gross Income	$ 1,895,650	$ 1,907,185
Capitalized Billings	$12,633,665	$12,714,569

Ted Thomas Associates, Philadelphia, had U.S. gross income of $1,895,050 in 1979 on billings of $12,633,665. In 1978, gross income was $1,907,185 on billings of $12,714,569.

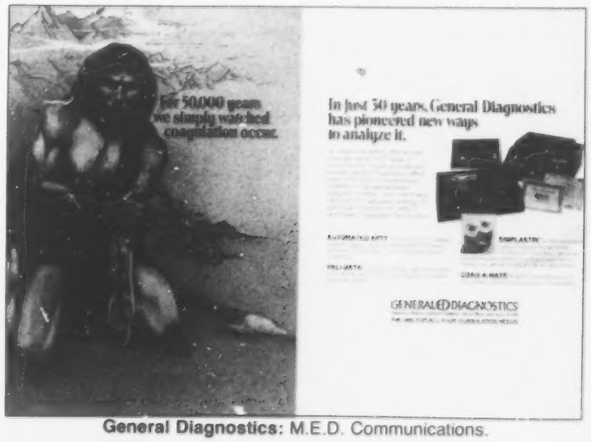
Volume in 1979 included $10,237,932 in media, $543,394 in materials and services and $1,852,339 in capitalized fees. In 1978, volume included $9,370,883 in media, $595,226 in materials and services and $2,748,460 in capitalized fees.

Major accounts: SmithKline Corp., Dermik Laboratories, William H. Rorer Inc., Choay Laboratories, Ohio Medical Products.

(Continued on Page S-27)

When Asthma is Uncontrolled by Bronchodilators and Oral Steroids Have Been Withheld
Vanceril
beclomethasone dipropionate Inhaler

Schering Corp.: Medicus Advertising.



General Diagnostics: M.E.D. Communications.

Added in 1979: Stimtech, Inc. division of Johnson & Johnson, Boots Pharmaceuticals. Lost: J.B. Lippincott Co.

Billings breakdown: Professional journals 90%, direct mail 10%.

The agency has 18 employes.

Vicom Associates

	1979	1978
U.S. Gross Income	$ 1,552,225	$ 1,126,920
Capitalized Billings	$15,451,636	$13,816,279

Vicom Associates, San Francisco, had U.S. gross income of $1,552,225 in 1979 on billings of $15,451,636. In 1978, gross income was $1,126,920 on billings of $13,816,279.

Volume in 1979 included $3,654,717 in media, $2,904,829 in materials and services and $8,892,090 in capitalized fees. In 1978, volume included $3,656,567 in media, $3,188,355 in materials and services and $6,971,357 in capitalized fees.

This privately held agency which has 100% of its billings in health care, owns Vicom East.

Major accounts: Barnes-Hind Pharmaceuticals; Cutter Biomedical Diasonics, IVAC Corp., McGhan Medical Corp., Syntex International, Syntex Laboratories. Added in 1979: MSD division of Merck & Co. (Flexeril), Ciba-Geigy Pharmaceuticals (Ludiomil).

Billings breakdown: Professional journals 45%, trade journals 5%, detailing/sales material 25%, direct mail 10%, special projects 5%, audio-visual programs 5%, conventions 2%, company-sponsored publications 3%.

The agency has 36 employes in two offices.

S.J. Weinstein Associates

	1979	1978
U.S. Gross Income	$ 235,000	—
Capitalized Billings	$1,534,000	—

S.J. Weinstein Associates, White Plains, N.Y., founded in February, 1979, had an estimated U.S. gross income of $235,000 on billings of $1,534,000 in its first year.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Syntex International, Pfizer International, Pfizer Diagnostics, Pfipharmec division of Pfizer Inc., Roche Laboratories.

Billings breakdown: Detailing/sales material 50%, direct mail 25%, special projects 15%, audio-visual programs 10%.

The agency has eight employes.

Wesson & Warhaftig

	1979	1978
U.S. Gross Income	$ 3,020,000	$ 2,950,000
Capitalized Billings	$20,338,000	$19,600,000

Wesson & Warhaftig, New York, had U.S. gross income of $3,020,000 on billings of $20,338,000 in 1979. Gross income in 1978 was $2,950,000 on billings of $19,600,000.

Volume in 1979 included $6,700,000 in media, $4,300,000 in materials and services and $9,338,000 in capitalized fees. In 1978, volume included $6,600,000 in media, $4,000,000 in materials and services and $9,000,000 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has two subsidiaries, Omniscience and METV.

Major accounts: Glenbrook Laboratories division of Sterling Drug, Lederle Laboratories division of American Cyanamid Co., E.R. Squibb & Sons, Merck Sharp & Dohme International division of Merck & Co. Added: E.R. Squibb (Velosef), Merck Sharp & Dohme International Aldoretic, Lederle Laboratories Cyclocort. Resigned: Erika Inc.

Billings breakdown: Professional journals 50%, trade journals 10%, direct mail 15%, conventions 5%, other 20%.

The agency has 27 employes.

Stuart Williams Associates

	1979	1978
U.S. Gross Income	$ 786,000	$ 704,000
Capitalized Billings	$11,445,000	$11,250,000

Stuart Williams Associates, Stamford, Conn., had U.S. gross income of $786,000 on billings of $11,445,000 in 1979. Gross income in 1978 was $704,000 on billings of $11,250,000.

Volume in 1979 included $4,750,000 in media, $2,125,000 in materials and services and in 1978, volume included $6,090,000 in media, $1,520,000 in materials and services and $3,640,000 in capitalized services.

The privately held agency, which has 100% of its billings in health care, also operates a subsidiary, Scicom Publications.

Major accounts: Amersham Corp., Armour Pharmaceutical Co., Becton Dickinson Immunodiagnostics, Burn Treatment Skin Bank, Damon Corp., Marion Laboratories, Reheis Chemical Co., Roche Diagnostics. Added in 1979: Acculab division of Precision Technology; Hynson, Westcott & Dunning division of Becton Dickinson & Co.; Centaur Sciences, Laboratory Diagnostics Co. Resigned: A.H. Robins Co.

Billings breakdown: Professional journals 35%, trade journals 6%, direct mail 35%, special projects 10%, audio-visual programs 6%, company-sponsored publications 8%.

The agency has 22 employes, including three health care professionals, and two offices.

Wimmershoff & Associates

	1979	1978
U.S. Gross Income	$ 247,302	$ 194,381
Capitalized Billings	$1,649,239	$1,296,317

Wimmershoff & Associates, Westwood, N.J., had U.S. gross income of $247,302 on billings of $1,649,239 in 1979. Gross income in 1978 was $194,381 on billings of $1,296,317.

Volume in 1979 included $261,419 in media, $268,000 in materials and services and $1,119,820 in capitalized fees. In 1978, volume included $276,759 in media, $135,696 in materials and services and $883,862 in capitalized fees.

This privately held agency had 34% of its billings in health care.

Major accounts: Ayerst Laboratories, Lederle Laboratories, Matrix Instruments National Laboratories, Sandoz Pharmaceuticals. Resigned: Teledyne Isotopes.

Billings breakdown: Professional journals 15%, trade journals 15%, detailing sales material 45%, direct mail 5%, special projects 10%, conventions 10%.

The agency has 14 employes.